

Beyond the Stay

How Hotels Can Unlock Total Revenue Opportunities



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Session Summary

About the speaker



Spike Scheepbouwer is Client Sales at Mews and works with hospitality businesses to improve operational efficiency, guest experiences and revenue performance through modern hospitality technology.

3 Key Takeaways

1. Revenue opportunities extend far beyond the guest room.
2. Technology can help hotels identify and monetise ancillary revenue streams.
3. Successful hotels increasingly focus on total guest value rather than room revenue alone.

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BEYOND THE STAY

For decades, room revenue has been the primary focus of hotel commercial strategies.

Today, that perspective is changing.

Guests interact with a hotel in many ways:

- Dining
- Parking
- Early check-in
- Late check-out
- Experiences
- Activities
- Meeting space
- Retail

Each interaction creates an opportunity to generate value for both the guest and the business.

The session explored how modern hospitality organisations are increasingly adopting a total revenue mindset, viewing the entire guest journey as a source of commercial opportunity.

Technology plays a key role by helping teams identify opportunities, personalise offers and remove friction from the purchasing process.

The result is not simply more revenue.

It is a better guest experience built around convenience, relevance and choice.

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TURNING INSIGHTS INTO ACTION

FOR REVENUE MANAGERS

- Measure guest value beyond room revenue.
- Track ancillary performance alongside ADR and occupancy.
- Identify opportunities to increase spend throughout the guest journey.

FOR OPERATIONS TEAMS

- Make ancillary products easy to purchase.
- Remove friction from the buying process.
- Focus on convenience and relevance.

FOR COMMERCIAL LEADERS

- Shift from room-centric to guest-centric thinking.
- Align departments around total guest value.
- Invest in systems that support cross-selling and upselling.

THE GUEST PERSPECTIVE

Guests are increasingly willing to purchase additional services when they are relevant, timely and easy to access.

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THE TOTAL GUEST VALUE FRAMEWORK



Stay



Spend



Experience



Satisfaction



Total Revenue

WHY THIS FRAMEWORK MATTERS

The most successful hospitality businesses no longer focus solely on the value of a room booking. They focus on the total value of the guest relationship and create opportunities to deliver both additional revenue and a better guest experience.

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Continue the Conversation

"The future of revenue management is not just about rooms. It is about the entire guest journey."

SPIKE SCHEEPBOUWER

Client Sales at MEWS



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